

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Can-Do National Tape Co.

#### Tennessee Manufacturing Extension Partnership

#### Eureka! Winning Ways Helps Can-Do National Tape Co. Think Outside the Box

##### Client Profile:

Can-Do National Tape Co. is an adhesive tape distributor and fabricator located in Nashville Tennessee. Since 1972, Can-Do has been servicing the automotive, appliance, medical, electronics and industrial markets with pressure sensitive adhesive and value added converting services across the U.S. The company employs 40 people.

##### Situation:

The economic downturn forced Can-Do to explore new ways to grow their business in an increasingly competitive market. The company was looking to generate ground-breaking ideas to help increase their profitability and differentiate themselves from their competition. Can-Do turned to the University of Tennessee (UT) Center for Industrial Services, a NIST MEP network affiliate, to develop some innovative ideas that were unique and had substantial growth potential.

##### Solution:

The Center for Industrial Services conducted an Interview with the company president and toured the facility to become more familiar with their processes. The Center suggested that Eureka! Winning Ways and Profit 101 would help Can-Do differentiate the company from their competitors and help fuel profitable growth. The Center worked with Can-Do in assembling a cross function team made up of sales, management, administration, and production staff to take part in the program. Eureka! Winning Ways took the company step by step through the process of generating new ideas and how to determine whether an idea had merit. As a result of the Center's guidance, the company was encouraged to think outside of the box and helped generate over 90 new possible uses for adhesive tape. "It made us realize the potential for many of our products and helped us embark upon a path we would have never pursued on our own," said Can-Do's president, Rick Winkel. "We could never have done this without the staff from the UT Center for Industrial Services and the Eureka! Winning Ways program."

##### Results:

\* Identified new market opportunities.

##### Testimonial:

"The staff at the UT Center for Industrial Education has been instrumental in putting us in contact with the right organizations which will help make this project a success. It is a pleasure to work with their staff, and we look forward to working with them on future projects."

Rick Winkel, President

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